

**AUTOMATED REACTOR ENDPOINTING
OF PLATY INTERFERENCE EFFECT PIGMENTS**

ABSTRACT OF THE DISCLOSURE

An apparatus and a method for objectively ascertaining a color match between a selected standard color and the color exhibited by an interference effect pigment during processing thereof and terminating the process upon achieving a match. The invention provides a spectrophotometer attached to a flow cell to monitor the color of a platy effect pigment to monitor pigment color and ascertain completion of the coating reaction process involved in interference pigment production.